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## **CRISIS MANAGEMENT MECHANISM OF THE FINANCIAL CONDITION OF INDUSTRIAL ENTERPRISE**

In the modern economy has significantly increased the importance of economic sustainability of economic entities, their competitiveness. The lack of an effective monitoring system, as on the state level and at the enterprise level has become a significant problem.

Ensure the stable operation of industrial enterprises requires improvement of crisis management to their financial condition. It is the stable operation of industrial enterprises will contribute to the reduction of social tension in society, and to overcome other negative consequences for the economy of both the region and the country as a whole.

Based on the analysis of the literature investigated the definition of crisis management, whose main task is provision of such situation of the company in the market when bankruptcy is not even in question, and anti-crisis actions aimed at combating the current and expected difficulty using the full capability of modern management. Therefore, the overall strategy of the enterprise must carry the nature of crisis management and crisis management should be an integral and permanent part of the overall enterprise management system.

The existing system of crisis management of the financial status of industrial enterprises in need of some clarification and development. The authors developed a mechanism for crisis management is different from similar developments in the scientific and special literature, because, firstly, more fully reflects changes in the regulatory compliance space in recent years, and secondly, as a separate mechanism selected block of information security.

It appears that the nature of decision making in conditions of crisis development, dictates the need for operational monitoring, accelerate the change of economic structures, the specifics of changes of the information space characteristic of the economy of the modern period, requires the allocation of zone information activities as critical components in the system of crisis management. The mechanism most sufficiently informative and succinctly reflects the sequence of

changes in the management system (through the interaction mechanisms of diagnostics, information security, legal regulation) that characterize the transformation of economic relations and potential of the enterprise life-cycle stages of the enterprise, starting from the phase of formation and ending with the phase of liquidation. In addition, the basis of these proposals is a system for the effective monitoring of enterprise financial performance and operational management (every ten days, monthly, quarterly, etc.) their changes.

The fundamental difference of the proposed mechanism for crisis management of financial state of industrial enterprise from existing, usually based only on anecdotal descriptions of specific functions and tools of management, is as follows. The proposed mechanism for crisis management is a complex, systemic in nature and presented interaction mechanisms of different nature, which allows to significantly expand the potential for its practical use. It contributes to the development and implementation of anti-crisis development strategies in the framework of sustainable functioning of industrial enterprises with more changes not only in the enterprise system, but also in the external economic space. Since the simulation of crisis management implemented in the direction of the interaction mechanisms of the individual components, the implementation of this process allows to ensure the achievement of synergies.

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